

Informational Text Signposts

SIGNPOST DESCRIPTION EXAMPLE

Extremes	Does the author use “loaded language” or emotive words that appeal to emotions rather than logic?	Using the word “beast” instead of animal/ bony or skinny instead of thin/ “put up with” versus “tolerate” “[C]ell phones often serve as a vital lifeline between...students and their parents” (Kevin Hart).
Distancing Language	Is the language downplayed to distance oneself from the idea?	Congress uses the phrase “investment in public service” instead of “public spending”/ “Collateral damage” for accidental killing. “Americans owe those [...] people who could have given up and given in, but kept on keeping on...” (Obama on MLK).
Absolutes	Does the writer use conclusive or definite vocabulary such as “all” or “never”?	Everybody goes to the new restaurant. They have every flavor of soda, and they always make amazing food. “Through social media, young people are constantly being pinged about a whole slew of potentially better matches or social activities” (Newsweek).
Similarities	Does the author show how something is like something else in order to help the reader understand?	“Many teachers say cell phones have officially replaced chewing gum as the new classroom menace” (Kevin Hart). “Many entrepreneurs make decisions casually or base them on intuition. As a result, their decisions are based on faulty assumptions or illogical thinking” (Entrepreneurship Ideas). “People browsing the profiles at OKCupid.com or Match.com are seeing only the most flattering photos and most witty reflections, which can lead to an unrealistic sense of who is out there in the dating pool and of what kind of partner they can actually get. It’s like a mating bubble” (Newsweek).

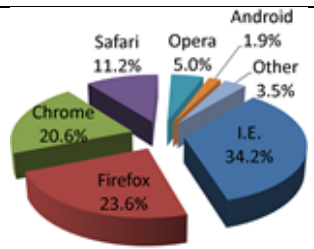
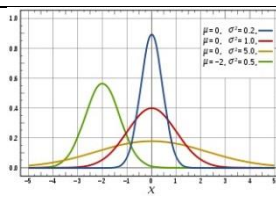

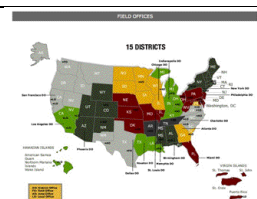
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Contrasts	Contradictions or opposites in ideas or words in the text	<p>“Today, measles cases are extremely rare, but the CDC reported a spike in 2014, with more than 600 measles cases, the first such jump in more than a decade” (Monica Anderson).</p> <p>“At the heart of the vaccine argument is the awesome challenge of trying to prove a negative” (Monica Anderson).</p> <p>“We rightly and best remember Dr. King’s soaring oratory that day, how he gave mighty voice to the quiet hopes of millions...” (Obama).</p> <p>“They were couples in love who couldn’t marry, soldiers who fought for freedom abroad that they found denied to them at home” (Obama).</p>
Repetition	Words, phrases, or ideas appear again and again.	<p>“To be an American is to be the best. Every American believes this. Their sports champions are not U.S. champions, they're world champions. Their corporations aren't the largest in the States, they're the largest on the planet. Their armies don't defend just America, they defend freedom” (Duncan Hood).</p> <p>“The American Dream isn't functioning when people are falling out of the middle class instead of rising into it. Raising the minimum wage is a very efficient way to circulate money in the economy from the bottom up, where it can have the most impact in alleviating hardship and boosting consumer demand for businesses” (Lew Prince)..</p> <p>“We shall defend our Island, whatever the cost may be, we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills” (Winston Churchill).</p>

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Credibility	<p>The reader should not only consider what is said, but by whom? Is the speaker credible? Does the speaker have experience and knowledge? Is the speaker an expert on the subject? What gives the speaker the right to say something?</p>	<p>The New York Post ran the headline (May 3, 2014)that Hillary Clinton should be worried as Benghazi coverup unravels, and Fox News was telling the world (September 17, 2014) ‘Incredibly serious’: Cover-up claims in spotlight ahead of Benghazi hearing.</p> <p>Bloomberg reported last night, Benghazi Coverup Claims Rejected in House Investigation.</p>																
Visuals	<p>Statistics, numbers, graphs, charts, pictures that help the reader to visualize.</p>	<div><div><p>Browser Usage on Wikimedia October 2011</p><table border="1"><thead><tr><th>Browser</th><th>Percentage</th></tr></thead><tbody><tr><td>I.E.</td><td>34.2%</td></tr><tr><td>Firefox</td><td>23.6%</td></tr><tr><td>Chrome</td><td>20.6%</td></tr><tr><td>Safari</td><td>11.2%</td></tr><tr><td>Opera</td><td>5.0%</td></tr><tr><td>Android</td><td>1.9%</td></tr><tr><td>Other</td><td>3.5%</td></tr></tbody></table></div><div></div><div></div><div></div></div>	Browser	Percentage	I.E.	34.2%	Firefox	23.6%	Chrome	20.6%	Safari	11.2%	Opera	5.0%	Android	1.9%	Other	3.5%
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